

ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
City Hall Conference Rooms 1 & 2
May 13, 2010
7:45 AM

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:50 a.m.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Dull
Committee Member Horrigan
Committee Member Spain
Committee Member Walker

Guests:

Kelvin Moore, Lynnwood Convention Center

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director
Anya Hennig, Administrative Assistant

Committee Members absent:

Committee Member Alder
Committee Member Mueller

30. Approval of Minutes

30.1 Committee Member Spain made a motion to approve the minutes of the March 11, 2010 meeting. Committee Member Walker seconded the motion. The motion was approved unanimously.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

60.1 Tourism Promotion Area Update

Tourism Manager Monroe reported that the inter-local agreements regarding the Tourism Promotion Area (TPA) assessments are being prepared. The agreements will be between Snohomish County and Snohomish County cities regarding the collection of assessments from hotels within the TPA. The agreements are anticipated to be available for review in September 2010. The TPA Steering Committee is also receiving applications for the TPA Board.

The TPA Board will be responsible for making recommendations to the Snohomish County Council regarding the expenditure of TPA funds. Discussion ensued regarding the estimate of TPA collections at \$1 million, the authorized use of TPA funds, the composition of the TPA Board, and the TPA budget process. Chairperson Simmonds requested that the LTAC make recommendations concerning the TPA inter-local agreement as it moves forward to the Lynnwood City Council.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Budget Discussion FY2011-2012

Tourism Manager Monroe presented a draft version of the FY2011-2012 Tourism Program budget for discussion. The committee discussed the available lodging fund reserve, and projected 2011 lodging tax revenue trends. Indications are that the decline in occupancy and rate has moderated and will remain flat into 2011. Committee Member Walker will provide Tourism Manager Monroe with additional data on lodging trends for comparative purposes. Committee Member Dull suggested thinking outside the box regarding building up the reserves and at the same time increasing revenues to continue the Tourism Program. Committee Member Spain suggested maintaining one year's reserve as a target.

Director Kleitsch stated that the budget process requires a recommendation regarding tourism funding from the LTAC to the City Council. The budget process has been initiated and a LTAC recommendation is requested by June 14, 2010. Chairperson Simmonds requested that the FY2011-2012 budget be the sole item on the next meeting's agenda.

Committee Member Spain suggested having a work session on the budget prior to the June 10, 2010 regularly scheduled meeting. Director Kleitsch agreed that a special meeting to discuss the tourism budget was appropriate given the budget schedule. TAC/LTAC members unanimously agreed to have a special work session to discuss the tourism budget on Thursday, June 3, 2010 in the Annex Building Conference Room. A meeting reminder will be emailed to all committee members by Director Kleitsch.

80.2 Director's Report

Director Kleitsch reported on the YTD lodging statistics through March 2010, which show an improvement in the industry statewide. He also reported that Snohomish County has selected a consultant and is negotiating an agreement and Scope of Work for the Snohomish County Strategic Tourism Plan. Additionally, Director Kleitsch reported on the Lynnwood Citywide Branding Project and assured the LTAC/TAC that it will be updated as the process continues.

90. General Discussion

90.1 Committee Member Spain announced that the Quarterly Tourism Forum will take place on May 18, 2010 and that the topic is "Mobile Marketing". She also reported that a new aviation brochure was coming out today and will be available for downloading on the SCTB website.

Committee Member Horrigan reported that four Lynnwood hotels (Embassy Suites, Hampton Inn & Suites, Residence Inn, and Courtyard by Marriott) are partnering with Carlson Wagonlit-Sato at the Puget Sound Naval Shipyards in Silverdale to encourage travel to Snohomish County.

100. Adjournment

The meeting was adjourned at 9:07 AM

Next Meeting

Special Meeting, Thursday, June 3, 2010 at 7:45 am
Annex Building Conference Room
4114 198th Street SW, Suite 7
Lynnwood, WA 98036

Regular Meeting, Thursday, June 10, 2010 at 7:45 am
City Permit Center Conference Room
4114 198th Street SW, Suite 7
Lynnwood, WA 98036